



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Contract # 325053
Schedule Dates 09/18/12-09/24/12
Advertiser Pol/B Obama/D/Pre/JS (16256)
Agency Greer, Margolis, Mitchell & Associates (2890)
Product Political - Federal Candidate (1067)
Brand Telerep/Philadelphia, Philadelphia (1057)
Sales Office BASSETT, LAURA
Buyer Name /
Phone/Fax CPE
Account Types 95/101/1536
Billing Type National/Political
Comments Standard
 08AMA FOR AMERICA

Greer, Margolis, Mitchell & Associates (2890)
 3050 K Street NW
 Washington, DC 20007

Political - Federal Candidate (1067)
 Telerep/Philadelphia, Philadelphia (1057)
 BASSETT, LAURA
 95/101/1536
 National/Political
 Standard
 08AMA FOR AMERICA

Date Entered 08/01/12
 Last Modified 09/19/12
 Entered By Jill Hipskind
 No
 Headline # 06260214

		Charlotte (WSOC)		Spots	Rate
		By Broadcast Month			
		Sep. 2012	135	135	\$147,215.00
		Grand Total:			

Date Entered 08/01/12
 Last Modified 09/19/12
 Entered By Jill Hipskind
 No
 Headline # 06260214
 Demo
 Order Type Normal
 Package Deal
 Commission % 15.00
 Commission \$2,082.25
 Net Total \$125,132.75
 Sales Tax

Line

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPN	Mo	Tu	We	Th	Fr	Sa	Su	Sports	Rate	Total	Station	Comments	Entered	
1.1	Normal Line / Spot	09/18/12-09/21/12	5	:30	5A- 5:30A (EST)			X	X	X	X				4	\$425.00		\$1,700.00	Charlotte (WSOC)	9/13/12
2.1	Normal Line / Spot	09/18/12-09/21/12	5	:30	5A- 5:30A (EST)			X	X	X	X				5	\$850.00		\$4,250.00	Charlotte (WSOC)	9/13/12
3.1	Normal Line / Spot	09/18/12-09/21/12	5	:30	6A- 6:30A (EST)			X	X	X	X				5	\$775.00		\$3,875.00	Charlotte (WSOC)	9/13/12
4.1	Normal Line / Spot	09/18/12-09/21/12	5	:30	7A- 8A (EST)			X	X	X	X				8	\$775.00		\$6,200.00	Charlotte (WSOC)	9/13/12
5.0	Normal Line / Spot	09/18/12-09/21/12	5	:30	8A- 9A (EST)			X	X	X	X				8	\$775.00		\$6,200.00	Charlotte (WSOC)	9/13/12
6.0	Cancelled Line / Spot	09/18/12-09/21/12	6	:30	4:30A- 4:59A (EST)			X	X	X	X				8	\$725.00		\$5,800.00	Charlotte (WSOC)	9/13/12
7.1	Normal Line / Spot	09/22/12-09/22/12	6	:30	6A- 8A (EST)			X	X	X	X				1	\$75.00		\$75.00	Charlotte (WSOC)	9/13/12
8.1	Normal Line / Spot	09/22/12-09/22/12	5	:30	6A- 7A (EST)							1		1	\$300.00		\$300.00	Charlotte (WSOC)	9/13/12	
9.1	Normal Line / Spot	09/22/12-09/22/12	5	:30	7A- 8A (EST)							2		2	\$300.00		\$600.00	Charlotte (WSOC)	9/13/12	
10.1	Normal Line / Spot	09/22/12-09/22/12	5	:30	8A- 9A (EST)							1		1	\$325.00		\$325.00	Charlotte (WSOC)	9/13/12	
11.1	Normal Line / Spot	09/23/12-09/23/12	5	:30	6A- 7A (EST)							1		1	\$475.00		\$475.00	Charlotte (WSOC)	9/13/12	
12.1	Normal Line / Spot	09/23/12-09/23/12	5	:30	7A- 8A (EST)							1		1	\$275.00		\$275.00	Charlotte (WSOC)	9/13/12	
13.1	Normal Line / Spot	09/23/12-09/23/12	5	:30	8A- 9A (EST)							1		1	\$300.00		\$300.00	Charlotte (WSOC)	9/13/12	
14.1	Normal Line / Spot	09/18/12-09/21/12	5	:30	9A- 10A (EST)			X	X	X	X				4	\$375.00		\$1,500.00	Charlotte (WSOC)	9/13/12
	Paid Agency Advertising:																		9/13/12	

CONFIRMATION CONTRACT

Date:

Accepted-Station:

Date:

Comments:

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WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Greer, Margolis, Mitchell & Associates
3050 K Street NW
Washington, DC 20007

Brand	Political - Federal Candidate (1067)	Date Entered	08/01/12
Advertiser	Po/B Obama/D/Pre/US (16256)	Last Modified	09/19/12
Agency	Greer, Margolis, Mitchell & Associates (2890)	Entered By	Jill Hipskind
Product	C-O-O-P	Headline #	No
Salesperson	1536/OBAMA FOR AMERICA (134148)	Demo	06260214
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	BASSETT,LAURA	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	95/101/1536	Commission	\$22,082.25
Account Types	National/Political	Net Total	\$125,132.75
Billing Type	Standard	Sales Tax	
Comments	OBAMA FOR AMERICA		

Contract # 325053

Schedule Dates

09/18/12-09/24/12

Date Entered

08/01/12

Last Modified

09/19/12

Entered By

Jill Hipskind

Comments

Entered



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Greer Margolis, Mitchell & Associates

Washington, DC 20007

Greer Margolis, Mitchell & Associates (2890)

Political - Federal Candidate (1067)

1536/OBAMA FOR AMERICA (134148)

Telerep/Philadelphia, Philadelphia (1057)

Telerep/Philadelphia, Philadelphia (1057)

BASSETT,LAURA

/

9S/101/1536

National/Political

Standard

OBAMA FOR AMERICA

Contract # 325053

Schedule Dates 09/18/12-09/24/12

Advertiser Pol/B Obama/D/Pre/US (16256)

Agency Greer, Margolis, Mitchell & Associates (2890)

Product Political - Federal Candidate (1067)

1536/OBAMA FOR AMERICA (134148)

Telerep/Philadelphia, Philadelphia (1057)

BASSETT,LAURA

/

9S/101/1536

National/Political

Standard

OBAMA FOR AMERICA

Charlotte (WSOC)		Spots	Rate
By Broadcast Month	Sep. 2012		
Grand Total:	135		\$147,215.00

Date Entered 08/01/12
Last Modified 09/19/12
Entered By Jill Hipskind
Co-op No
Headline # 06260214
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$22,082.25
Net Total \$125,132.75
Sales Tax

Salesperson
Buyer Name
Phone/Fax
CPE
Account Types
Billing Type
Comments

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
29.1	Normal Line / Spot	09/24/12-09/24/12	5	:30	8P- 10P (EST)	1						1		1	\$6,000.00	\$6,000.00	Charlotte (WSOC)		9/13/12
30.0	Normal Line / Spot	09/18/12-09/18/12	6	:30	10P- 11P (EST)	1						1		1	\$4,500.00	\$4,500.00	Charlotte (WSOC)		8/1/12
31.0	Normal Line / Spot	09/20/12-09/20/12	6	:30	10P- 11P (EST)	1						1		1	\$4,000.00	\$4,000.00	Charlotte (WSOC)		8/1/12
31.0.1	Closed Preempt	09/20/12																	
32.0	Normal Line / Spot	09/21/12-09/21/12	6	:30	9P- 10P (EST)	1						1		1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		Program Change/Spot - NFL
33.0	Normal Line / Spot	09/21/12-09/21/12	6	:30	10P- 11P (EST)	1						1		1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		8/1/12
34.1	Normal Line / Spot	09/18/12-09/21/12	5	:30	11P- 11:35P (EST)	5	X	X	X	X		1		1	\$2,500.00	\$2,500.00	Charlotte (WSOC)		8/1/12
35.0	Normal Line / Spot	09/23/12-09/23/12	6	:30	11P- 11:35P (EST)	5	X	X	X	X		1		5	\$950.00	\$4,750.00	Charlotte (WSOC)		8/1/12
36.0	Normal Line / Spot	09/22/12-09/22/12	6	:30	11:30P- 12:05A (EST)	1						1		1	\$850.00	\$850.00	Charlotte (WSOC)		9/13/12
37.1	Normal Line / Spot	09/18/12-09/20/12	5	:30	11:35P- 12:02A (EST)	3	X	X	X			1		1	\$600.00	\$600.00	Charlotte (WSOC)		8/1/12
38.2	Normal Line / Spot	09/20/12-09/20/12	6	:30	8:30P- 11:30P (EST)	2						2		2	\$15,000.00	\$30,000.00	Charlotte (WSOC)		9/13/12
39.1	Normal Line / Spot	09/22/12-09/22/12	5	:30	8P- 11:30P (EST)	2						2		2	\$2,500.00	\$5,000.00	Charlotte (WSOC)		9/19/12
40.1	Normal Line / Spot	09/24/12-09/24/12	5	:30	5A- 5:30A (EST)	1						1		1	\$425.00	\$425.00	Charlotte (WSOC)		9/13/12
41.1	Normal Line / Spot	09/24/12-09/24/12	5	:30	6A- 6:30A (EST)	1						1		1	\$850.00	\$850.00	Charlotte (WSOC)		9/13/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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WSOC-TV

Greer, Margolis, Mitchell & Associates
3050 K Street NW
Washington, DC 20007

Advertiser		Schedule Dates	Date Entered	08/01/12
Agency	Product	Entered By	Jill Hipskind	09/19/12
CO-OP		Headline #	No	135
		Oemo	6260214	\$147,215.00
		Normal		

Salesperson	Brand	Order Type	Commission %
Sales Office	Buyer Name	Package Deal	15.00
Phone/Fax	CPE	Commission	\$22,082.25
Telerep/Philadelphia, Philadelphia (1057)	BASSETT, LAURA /	Normal	
OBAMA FOR AMERICA	95/101/1536		

Comments

Billing Type

National/Political

Standard

OBAMA FOR AMERICA

Contract # 325053

Date Entered 08/01/12

Last Modified

09/19/12

By Broadcast Month

Sep. 2012

Spots

135

Rate

\$147,215.00

Grand Total:

135

\$147,215.00

Charlotte (WSOC)

By Broadcast Month

Sep. 2012

Spots

135

Rate

\$147,215.00

Charlotte (WSOC)

By Broadcast Month

Sep. 2012

Spots

135

Rate

\$147,215.00

Line	Line Type / Break Type (Ref #)	Dates	Sec.	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
42.1	Normal Line / Spot	09/24/12-09/24/12	S	:30	7A- 8A (EST)	2							2	\$775.00	\$1,550.00	Charlotte (WSOC)		9/13/12	
43.1	Normal Line / Spot	09/24/12-09/24/12	5	:30	8A- 9A (EST)								2	\$725.00	\$1,450.00	Charlotte (WSOC)		9/13/12	
44.1	Normal Line / Spot	09/24/12-09/24/12	5	:30	9A- 10A (EST)								1	\$375.00	\$375.00	Charlotte (WSOC)		9/13/12	
45.1	Normal Line / Spot	09/24/12-09/24/12	5	:30	5P- 5:30P (EST)								1	\$820.00	\$820.00	Charlotte (WSOC)		9/13/12	
46.1	Normal Line / Spot	09/24/12-09/24/12	5	:30	5:30P- 6P (EST)								1	\$875.00	\$875.00	Charlotte (WSOC)		9/13/12	
47.1	Normal Line / Spot	09/24/12-09/24/12	5	:30	6P- 6:30P (EST)								1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		9/13/12	
48.1	Normal Line / Spot	09/24/12-09/24/12	5	:30	6:58P- 7:30P (EST)								1	\$850.00	\$850.00	Charlotte (WSOC)		9/13/12	
49.1	Normal Line / Spot	09/24/12-09/24/12	5	:30	7:30P- 7:58P (EST)								1	\$850.00	\$850.00	Charlotte (WSOC)		9/13/12	
50.1	Normal Line / Spot	09/24/12-09/24/12	5	:30	11P- 11:35P (EST)								1	\$950.00	\$950.00	Charlotte (WSOC)		9/13/12	
51.1	Normal Line / Spot	09/24/12-09/24/12	5	:30	11:35P- 12:02A (EST)								1	\$500.00	\$500.00	Charlotte (WSOC)		9/13/12	
52.1	Normal Line / Spot	09/24/12-09/24/12	5	:30	12:05A- 12:35A (EST)								1	\$500.00	\$500.00	Charlotte (WSOC)		9/13/12	
53.0	M/G For 31.0.1 / 5pot	09/24/12-09/24/12	5	:30	10P- 11P (EST)								1	\$4,000.00	\$4,000.00	Charlotte (WSOC)		9/13/12	
54.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	10A- 11A (EST)								1	\$375.00	\$375.00	Charlotte (WSOC)		9/13/12	
55.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	10A- 12P (EST)								1	\$550.00	\$550.00	Charlotte (WSOC)		9/13/12	

CONFIRMATION CONTRACT

Accepted Agency/Advertiser: WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written

Date:	Accepted-Station:	Date:	Comments:



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1901 North Tryon Street
Charlotte, NC 28206-2700

Greer, Margolis, Mitchell & Associates
3050 K Street NW
Washington, DC 20007

Contract #	325053	Date Entered	08/01/12	Charlottesville (WSOC)
Schedule Dates	09/18/12-09/24/12	Last Modified	09/19/12	By Broadcast Month
Advertiser	Po/B Obama/D/Pre/US (16256)	Entered By	Jill Hipskind	Spots
Agency	Greer, Margolis, Mitchell & Associates (2890)	CO-OP	No	Rate
Product	Political - Federal Candidate (1067)	Headline #	06260214	Grand Total:
Brand	1536/OBAMA FOR AMERICA (134148)	Demo		\$147,215.00
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Order Type	Normal	
Sales Office	BASSETT,LAURA	Package Deal		
Buyer Name	/	Commission %	15.00	
Phone/Fax		Commission	\$22,082.25	
CPE		Net Total	\$125,132.75	
Account Types	National/Political	Sales Tax		
Billing Type	Standard			
Comments	OBAMA FOR AMERICA			

Accepted Agency/Advertiser:																			
Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
56.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	12P- 1P (EST)	1	X							1	\$375.00	\$375.00	Charlotte (WSOC)		9/13/12
57.0	Normal Line / Spot	09/24/12-09/24/12	6	:30	4P- 5P (EST)	1	X							1	\$825.00	\$825.00	Charlotte (WSOC)		9/13/12
58.0	Normal Line / Spot	09/18/12-09/21/12	5	:30	5:30A- 6A (EST)	1		1	1	1	1			1	\$425.00	\$425.00	Charlotte (WSOC)		9/13/12
59.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	5:30A- 6A (EST)	1		1	1	1	1			4	\$425.00	\$1,700.00	Charlotte (WSOC)		9/13/12
60.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	6:30A- 7A (EST)	1								1	\$425.00	\$425.00	Charlotte (WSOC)		9/13/12
61.0	Normal Line / Spot	09/18/12-09/21/12	5	:30	6:30A- 7A (EST)	1		1	1	1	1			1	\$850.00	\$850.00	Charlotte (WSOC)		9/13/12
62.0	Normal Line / Spot	09/20/12-09/20/12	6	:30	8P- 8:15P (EST)	1								1	\$850.00	\$3,400.00	Charlotte (WSOC)		9/13/12
63.0	Normal Line / Spot	09/23/12-09/23/12	6	:30	7P- 8P (EST)	1								1	\$7,000.00	\$7,000.00	Charlotte (WSOC)		9/13/12
															\$1,000.00	\$1,000.00	Charlotte (WSOC)		9/19/12

CONFIRMATION CONTRACT

Date:	Date:	Comments:

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